

**Standard Operating Procedure  
For The  
Resolution of Customer Complaints**

Air Care Companies

## 1.0 SCOPE AND APPLICATION

- 1.1 This document describes the process of receiving and resolving customer complaints.

## 2.0 DEFINITIONS

- 2.1 ZOHO computer software program to enter customer complaint information

## 3.0 EQUIPMENT / SOFTWARE

- 3.1 ZOHO

## 4.0 PROCEDURE

- 4.1 Listen to the complaint: accept ownership of the problem. Apologize. Do not blame others. Thank the customer for bringing the problem to your attention.
- 4.2 Be understanding: Remember, the person is complaining about your business, not about you personally. Be calm, cheerful and helpful. Where possible, let the customer know that you will take responsibility for resolving the problem.
- 4.3 Record the complaint: Detail the complaint so that you and other staff know exactly what the problem is. Have one place to record complaints (ZOHO) and the actions taken to resolve them. This lets you see any patterns emerge over time. Complaints about a particular process for product might indicate that changes need to be made. Staff can also see what was done to resolve complaints in the past.
- 4.4 Make sure you have the facts: Check that you understand the details while the person making the complaint and ask questions if necessary. This will also let them know that you are taking their complaint seriously.
- 4.5 Discuss options for fixing the problem: At the very least, a sincere apology costs nothing. But think about what this complaint could cost you in lost business or a complain on ecommerce platforms for social media. With approval from upper management first, provide a free product or discount a future service.
- 4.6 Keep your promises: Do not promise things that you can not deliver. In handling complaints, it is better to under promise and over deliver.
- 4.7 Be quick: If complaints take several days to resolve or are forgotten, they can escalate.

- 4.8 Follow up: Record the customer's contact details and follow up to see if they were happy with how their complaint was handled. Let them know what you are doing to avoid the problem in the future.
- 4.9 All information can be entered into the Customer Complaint Resolution Form MGT-FRM-CUS-001
- 4.10 ACC customer service team will ensure that a description of the compliant handling process will be made available to customer or other interested parties, in writing, within one (1) business day of the request.

## **5.0 AUTHORIZATIONS**

- 5.1 Management authorizes which individuals are trained for customer service

## **6.0 PRESERVATION**

- 6.1 Documents are saved for 7 years

## **7.0 QUALITY CONTROL**

- 7.1 Corrective Actions are issued for any complaint that rises to a level that the customer service person deems necessary. Corrective Actions and how to handle them are listed in MGT-SOP-CA-001. Corrective Action forms MGT-FRM-QUC-are located on the Master Document List
- 7.2 A quarterly summary of customer complaints is delivered to the VP Operations